

Appl. No. 09/931,358  
Docket No. 8677  
Amdt. dated January 4, 2007  
Reply to Decision On Appeal mailed on November 30, 2006  
Customer No. 27752

### AMENDMENTS TO THE CLAIMS

#### Listing of Claims:

1-13. (Canceled).

14. (Currently Amended) A method comprising the steps of:

- a) providing an interface to a plurality of customers, wherein said customers are purchasers of goods for subsequent sale to consumers,
- b) receiving customer identification information from at least one of said customers, said receiving being accomplished through the use of said interface,
- c) receiving from at least one of said customers an indication of purchase interest in at least one consumer product, wherein said at least one consumer product is selected by said at least one of said customers from a plurality of consumer products available for sale, wherein the identity of said plurality of consumer products is made known to said plurality of customers through the use of said interface,
- d) accessing customer information related to said at least one of said customers from a pre-existing database,

providing to said at least one of said customers product information regarding said at least one consumer product through the use of said interface, wherein said product information provided is customized on the basis of said customer information accessed in step (d), and wherein at least some of the product information provided comprises consumer sales projection information calculated with respect to said at least one of said customers. The method of Claim 1 wherein said sales projection information is customized on the basis of planned promotional activities with respect to said at least one consumer product.